IMPACT OF DIGITAL PAYMENT TOOLS ON ONLINE CONSUMER PURCHASE BEHAVIOUR

SHORT SYNOPSIS

Submitted in partial fulfilment of the degree of

DOCTOR OF PHILOSOPHY

to

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(DEEMED TO BE UNIVERSITY)

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CERTIFICATE

I hereby declare that the short synopsis "IMPACT OF DIGITAL PAYMENT TOOLS ON ONLINE CONSUMER PURCHASE BEHAVIOR" being submitted in partial fulfilment of the requirement for the degree of Doctor of Philosophy in Management under Faculty of Management Studies of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2022-23. It is a bona fide record of original work carried out under the supervision of Dr.Sonal Pathak and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

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ABSTRACT

The study is about to analyse the gradual changes in the online consumer purchase behaviour due to improvised digital payment tools. Due to advancements in online payment options such as BHIM, UPI, Phone Pe, WhatsApp App Money etc., Consumers have shown wide-ranging purchase behaviour. In the present study, author will explore how online purchase behaviour has been altered in comparison to the conventional patterns of online purchases due to the emergence of different digital payment tools. Initiative of Government of India with a digital India vision transformed the digitally empowered society in to another phase. In the year 2016, Indian government-imposed demonetization, primary objective of demonetization was carving the black money out and secondary objective was to make the Indian economy cashless. Demonetization has been proved as a mile stone in India for moving towards digitalization. Further, COVID19 has influenced everyone's lives in all aspects. As a preventive action, lockdown was imposed and this has led to dependence on digital payment tools. During covid19, consumers were unable to deal with hard cash that make a shift towards online purchase. This changed market environment, brought many changes in the society for their selection of online purchase and online payment modes, therefore influencing the online purchase behaviour. The present study has been divided in two phases. First phase is to study the – impact of digital payment tools on online purchase behaviour for pre- and post-demonetization time period. The second phase is to study the - impact of digital payment tools on online purchase behaviour during pre- and post-lockdown period. The study especially targets the consumer of India specifically Delhi NCR region. The study will also examine customer's preferred mode of digital payment and its influence on the online consumer purchase behaviour. The Present study will also be focused on how the online purchase behaviour of generation Z of India has been influenced by the different mode of digital payment tools. Stratified random sampling will be used, and data will be collected through structured questionnaire, sample size will be 500 from Delhi NCR region. The study will also be helpful to the marketer, policy maker and professional associates in the decision-making policies regarding how they can increase their market shares by adding different digital payment tools to their respective websites.

Keywords – Online Purchase, Digital Payment, Online Purchase Behaviour, Digital India, Demonetization, COVID19, Generation Z

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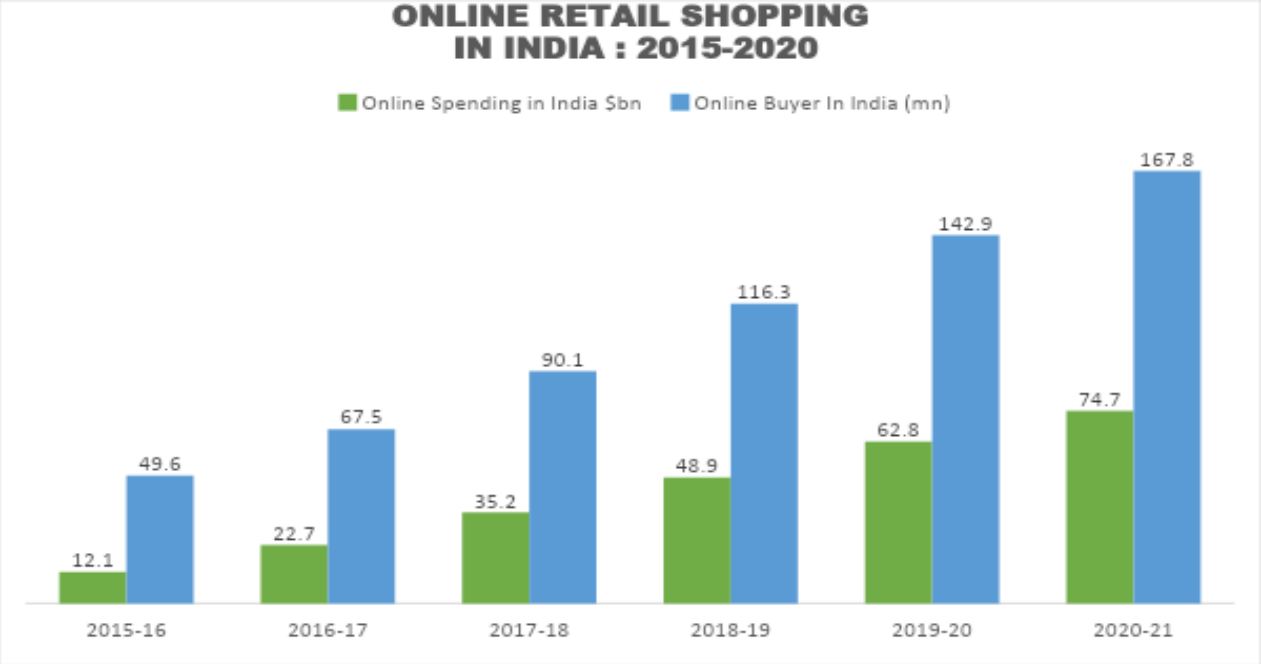
1.INTRODUCTION

1.1 Online Shopping

Online shopping (electronic shopping) is a form of electronic commerce or ebusiness that allows the customers to instantly purchase various products and services over the internet by using the web browser. The consumer is a most crucial component of buying process, customer is the king of a market company put various efforts in to satisfying the customer's needs and wants. Consumer buying behaviour shows a multistage decision-making process that begin from needs recognition evaluation of alternatives and Purchase decision and post Purchase behaviour accordingly. However, buyer's behaviour is influenced by various factors such as demographic, cultural, social-psychological etc. With the growth and advancement of e-commerce consumer purchases decision moving towards online store.

ICT revolution has resulted the emergence of e-commerce, science last decade online purchase behaviour has been increased, e-payment is the part of e-commerce transition that include electronic buying and selling of goods and services. EPayments or digital Payment system make dire changes in consumer buying pattern. In 2016 a, bold decision was taken for carving out the black money called "demonetization "by honourable prime minister Mr. Narendra Modi. Demonetization was a game-changer for the mechanism of payment of system in India. demonetization which leads to the rapid change to in the use of digital payment tools that affected the buyer's behaviour.

India is now moving towards of most significant digital revolution and the digital payment system. These are the most crucial mile stone in the government of cashless economy in coming years. Digital India government India initiative work as the catalyst for the fast change in acclimatization of digital payment tools, with the immense growth Mobile phone and internet user in India influence the consumer buyer behaviour. Changes in consumption pattern of buyer's and raising in disposable income-lead to the penetration of mobile phones in India, lead to faster changes in using the digital payment habit in India. Digital payment system is an electronic medium that permit the consumer for making the convenient online purchase transition. Consumers have the modest level of perception toward online shopping.



Figures 01-Online Retail Shopping in India 2015-2020

Source: (Forrester research online retail forecast,Acia -Pacific)

1.2 Digital Payment Tools

India's digital payment growth system is a forecast that navigate by the different digital payment service providers operating in India, effective and constructive banking regulatory mechanism are the growth-enhancing factor for the digital payment development in India. Digital payment system was a marvellous drive after demonetization in India, digital payment system includes a no. of payment transitions that perform by various electronic tools such as credit card, debit card, digital wallet, BHIM, NEFT, UPI, AEPS, USSD, Phone pe, PayPal, Google pay for sending or receiving the money. Digital payment ecosystem includes consumer (Buyer), marketer or merchant service provider(e-tailer) (seller)and the payment service provider or payment gateway that carryout payment transition from buyer to seller for the particular product or services availed. Payment service provider in India include, different Bank organizations and non-Banking organizations. Payment service provider furnish various digital payment tools from traditional digital payment tools NEFT, ACHS, Internet Banking, electronic card to (Debit Card, Credit Card) to newer one like UPI, BHIM, AEPS and different digital payment wallet. No doubt mobile phone (Android Phone) is a crucial factor and technology and innovation is the driving force for the adoption of different digital payment

modes. In this regard due to the accessibility of android feature phone (internet enabled 3G, 4G,5G network expected to cross more than 500 million by 2020).

1.2.**1 Role of Electronic Devices in Digital Payment System**

Ever science mobile revolution has come people have been trending towards online payment system, electronic devices such as mobile phone notepad, computer laptop have a significant role in digital payment system. Mobile has made it very easy for people to earn online, now they can come online at their fingertips in an effortless way. In covid19 where there is a fear of virus transmission there is a necessity of people to adopt digital payment system. The growth of electronic devices has been accelerated science last 10-15 years. Electronics goods mainly divided in to two categories

1. Electronic goods
2. Industrial goods

Consumer electronic goods demanded with the advancement in technology and changes in test and preferences of consumer shifted from offline shopping to online shopping.

1.3. Online Purchase Trends Pre-Demonetization and Post Demonetization-

Pre-Demonetization-Before demonetization was implemented, most of the individual/consumers using credit cards and debit cards as a mode of transition of buying goods and services. Every marketer opts the POS system for the transaction, and individual make most of the purchase online through credit cards, debits card (Mastercard). Cashless transaction includes cash transfer through credit cards and debit cards, IMPS, RTGS different many modes of digital payment available in India. Demonetization was the imp. step of Indian Government for not only restrain the black money but also moving towards cashless economy.

Post- Demonetization (Tools introduced after demonetization) -With the idea of paperless and cashless transaction and a cashless economy in 2015 Prime Minister Modi launched the digital India campaign that was a big dream for the cashless economy. Subsequently, the demonetization step was taken by prime minister Modi in 8 November 2016 that has promoted the cashless transaction and converting the India in to the cashless society. Cashless economy means when all the transaction will be executed electronically, cashless economy means when the flow of the cash will not exit and all the transaction will take place through electronic mode.

PAYTM was launched 2017 in India by Delhi based company. After demonetization Indian government promoted PAYTM at large desk. did wide level of PAYTM promotion for increasing the online transactions. After the demonetization Indian Government promoted PAYTM at the large level, which caused the people to be aware of the PAYTM.

Still after demonetization government did vast level of PAYTM promotion to increase the online transactions. After demonetization, NPCI launched numerous digital Payment tools like UPI, NEFT. BHIM, USSD, IMPS, AEPS, NACH, Bharat Bill Pay, *99#, NFS are mentioned here.

NPCI- NPCI is an umbrella organization for operating retail payment and settlement system in India. NPCI was founded in 2008 by RBI India and Indian Banks Association.

UPI APP – Lunched in April 2016, UPI is an immediate real time payment system that helps immediately transferring the money between two banks accounts through mobile platform. Merging several banking features, merchant payment in one umbrella.

BHIM APP- BHIM is a UPI based interface which allows real-time fund transfer using a single identity like the mobile no or name.

AEPS- Aadhar Enabled Payment System is a bank lead model which allows online money transition at POS through the Bank correspondence, to conduct AEPS transition, KYC information is required for opening a new account, and Aadhar no. should be Linked with the bank A/C. Services offered – balance enquiry, cash withdrawal, cash deposited aadhar to aadhar Fund Transfer, payment transition C2B and C2G.

IMPS- IMPS is an innovative real-time payment service that is available round the clock. This service is offered by National Payments Corporation of India (NPCI) that empowers customers to transfer money instantly through banks and RBI authorized Prepaid Payment Instrument Issuers (PPI) across India.

MOBILE WALLET- Several digital payment services providers are operating in India. Mobile wallet is a crucial way to carry the cash in a digital format. Any individual can easily transfer the money for online shopping. Individual account should be linked with mobile wallet to load the money in it. Most banks have their mobile wallet, and others private digital payment service provider are also available for consumers.

Mobile wallet examples-PAYTM, Mobikwik, Oxigen, Airtel Money Jeo Money, SBI Buddy,CitrusPay,Vodaphone,Axis Bank Lime, ICICI pockets ,Speed Pay.

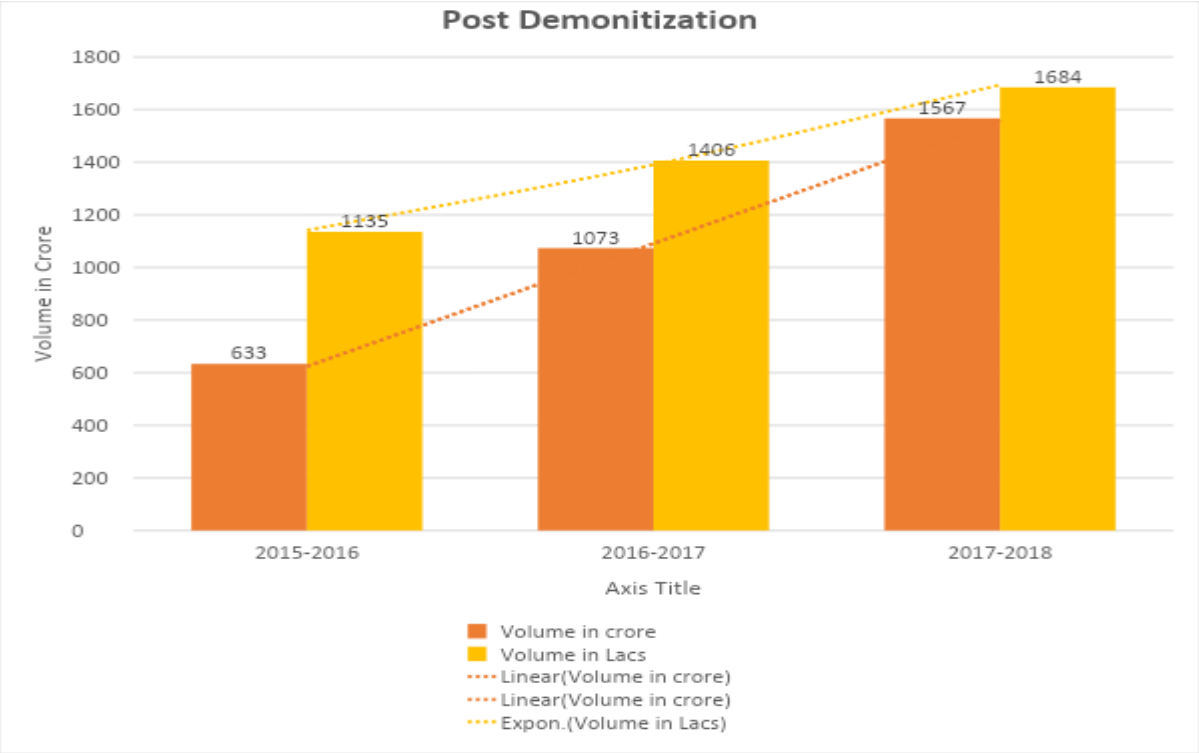


Figure 02: Digital Payment Trends During Post -Demonetization in India

Source-(www.truepicture.org)

1.4 Online Purchase Trends, Pre COVID 19 and Post COVID-19

Pre COVID19-With the high technological advancement and immense level of mobile penetration in India, people were used numerous e-tailer for buying a variety of product and services. Govt. of India taken initiative of digital India that was the considerable step for transforming the India towards digital society. NPCI launched no. of digital payment tools like BHIM, AEPS, Rupay, IMPS, all in on QR code system for making convenient online shopping of the consumer. Consumer awareness and security issue is the big hurdle for e-tailers.

Post COVID 19 - World economy highly affected by this coronavirus, after the panic attack of COVID19, situation is rapidly changing. As many more cities, the situation is rapidly changing, infect not only cities but the numbers countries gone under lockdown. People are

moving towards the isolation period and there is massive uncertainty in their buying behaviour from bulk buying to online shopping. There has been concern for the virus transmission through the physical currency the banks temporarily abandon fund transfer on their digital platform, IMPS, RTGS and IMPS.NPCI has fast tracked the onboarding system of UPI and QR UPI for making fully online and contactless system.

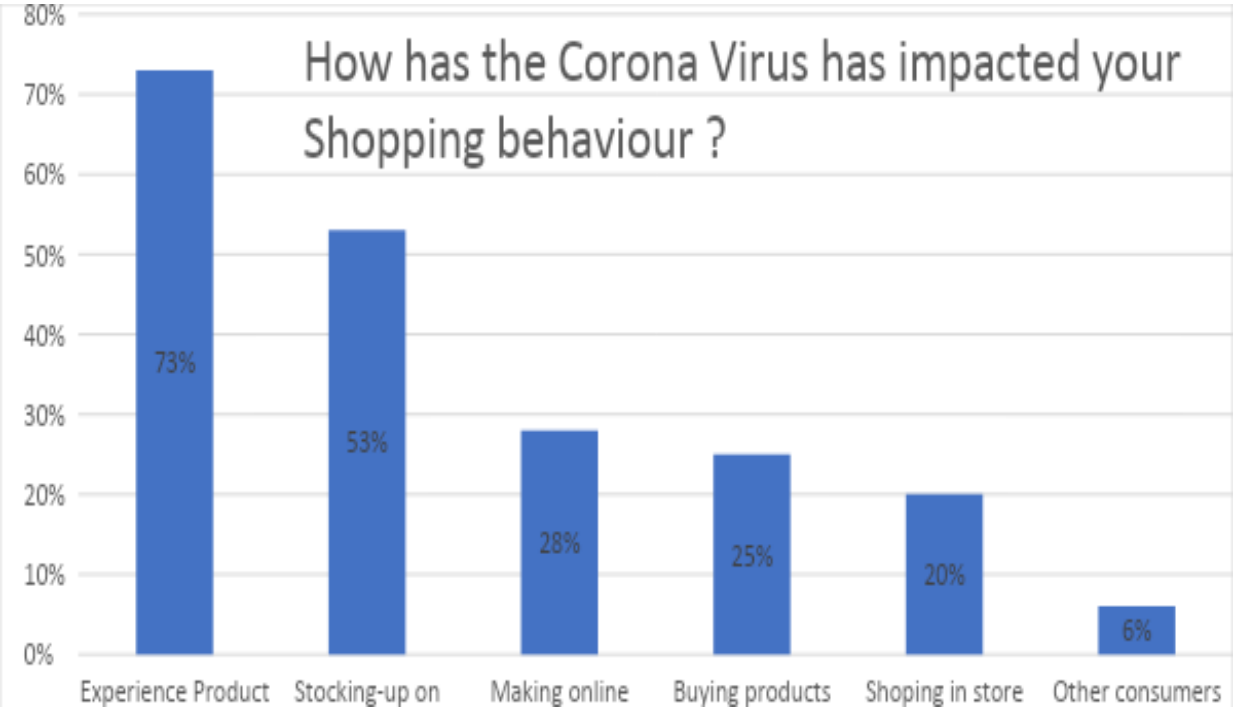


Figure 03: Shopping Behaviour Pattern Affected by COVID 19

(Source -Numerator survey, 2020)

Pandemic COVID19 has expeditious towards more digital world, and trigged changes in online shopping behaviour that will have long lasting effect, COVID19 pandemic forever changed the purchase behaviour of consumers, consumers buying behaviour shifted from offline to online buying behaviour.

2. LITERATURE REVIEW

Punj, G. (2011) suggested that demographic characteristics and consumption value has a great impact on online purchase behaviour. The study reveals that saving time and saving money is most valuable belief of consumer that has the impact on online purchase behaviour, that helps the consumers for finding the products as per the need and demand of the consumer. Findings of research results show that saving money and saving time impacts the online consumer. These beliefs have a modest effect of demographic characteristics like age, gender income, education and by consumption value.

Choudhary and Ahmad (2011) conducted a study factor affecting online shopping participation in Malaysia. The Major factors of this study was to describe the relationship between independent and dependent variables using Pearson correlation method. The restraint of the study was that it only used four variables (ability, Benevolence, Integrity, trust) for explaining the consumer participation but did not take other variables in to account. This study shows useful insight of significant role of trust of students in online shopping.

Khumbhar,V. **(**2011) suggested that numerous determinant of customer satisfaction,this study focused that responsiveness, cost-effectiveness, electronic fulfilment and security, responsiveness, convenience and ease are the most crucial dimensions of service quality that lead to the customer satisfaction. This study is only reference with private and public sector banks.

Agerwal, S. (2013) had carried out a research study, focussed on different socioeconomic factors that affecting online buyer behaviour. Researcher reveals numerous demographic factors that are influencing online shopping behaviour are age, income occupation, gender. The study was also helpful for the retailer for understand the drivers of consumer attitude towards online buying behaviour.

Rodriguez,T. and Trujillo,E. (2013) researcher tries to examine drivers of online purchase of Air tickets from different websites. Performance expectancy, efforts expectancy and,social influence, facilitating condition, hedonic motivation, price saving orientation, habit is the important driver that influence the online purchase intension for making an online buying decision of Air Ticket.

Sharma and Mehta (2014) tries to examine online purchase behaviour of Indian shopper, this study focuses on online buying behaviour of India. This research focused on different factors

analysis and interpretation the result it shows that online shopping stores have a more significant impact on Indian consumer. Ease and comfort are important factors that were affect when consumer visiting the virtual store. this study reveals that there is the massive scope of web store in various areas and in almost all segment. The majority of internet users are youngsters in India.

Subramanian, S. (2014) suggested that digital payment significantly impact on consumer behaviour. It also reveals the E Payment has the vast growth in comparison to physical traditional payment mode in India.

Kumar and Kumari, K. (2014) suggested that with the influence of technology shopping paradigm shift from offline traditional brick and mortar store to online shopping. This research basically focuses on the differentiation between the online shopping and offline shopping.

Muda, M.,Mohd ,R. and Hassan ,S. (2015) researcher tries to examine the factors that are influencing online shopping behaviour of generation Y Malaysia. This research paper focuses online buying behaviour of Y generation Malaysia. Research reveals that perceived ease and perceived usefulness and trust influencing online purchase behaviour. This study focuses that perceived trust and perceived usefulness have a significant positive impact on online purchase behaviour of generation Y Malaysia. Social media networking websites Facebook and Instagram gained more popularity among youth for online shopping.

Kaur, K. and Pathak, A. (2015) this study focusses on different E Payment system in India, a no. of E Payments tools available in India. It was quite tricky but not impossible to analyse the most popular E payment tool in India. Researcher identify no. of factors that affect the utilization of different E payment tools.

Iftekhar and Jihye (2015) in this paper the researcher suggest that how the strong ICT-based education system that communicate the literacy can be develop by India. In India there is the requirement for the expansion of formal and non-formal adult education with the concept of ICT learning.

Kapoor, H. (2016) suggested that banking sector is fastest-growing-sector in the world. Banks are adopting numerous strategies for growth and survival. Technological adaptation by banks has been a great impact on customer satisfaction. Research reveals that the service quality dimension like empathy and responsiveness and tangibility and reliability has influence customer satisfaction.

Selvaraju and Karthikayan (2016) suggested that the risk and product features are two imps. factor's constituent that gives a significant impact on making an intension of an online buying decision. Online retailer is trying to minimize the risk of transactions, and online retailer should concentrate on quality packaging.

Malik and Bhatnagar (2016) suggested that there is fashion styling, pricing, quality are very relevant factors that influence online purchase decision. This research paper tries to examine the effects among the Product attribute, involvement, word of mouth and purchase intension towards the medical equipment in online shopping. Product information, product price, product involvement has a positive impact towards online shopping.

Kuster ,V.N. and Canales,P.(2017) study reveals that online services quality influences the consumer purchase intension in a positive way, various factors fluences the online purchase intension of consumer.

Wang,M. and Qu,H. (2017)the study reveals different dimensions like consumer perception and consumer purchase behaviour and shows the various extent of return polices like return time limit and return cost and efforts. Return policy of E-tailer has an impact on consumer behaviour.

Sivathanu,B.(2017) in this study researcher try to examine the actual usage rate of adaptation of digital payment tools by consumers after demonetization in India. Behavioural intension is an important factor that influence the buyer for the adaptation of digital payment tools.

Moon and Khalid, (2017) in this study researcher Suggested consumer perception of hedonic and utilitarian attribute influence the online purchase intension, this study deploy upon on SOR model and it reveals that product attributes, convenience, perceived ease in use (utilitarian) attributes are the strong predicter making consumer attitude that influence the purchase intension of online shopping.

Bhatti and Saad (2018) suggested that trust and financial risk has a great impact on online purchase behaviour. study was conducted in Pakistan, the research reveals negative association between the privacy risk and online shopping, and trust and convenience significantly positively associated with online shopping behaviour. Trust and financial risk also have a great significant impact on online purchases.

Baghela, A. (2018) suggested that in India there are no. of digital wallet app companies are operating and the government already taken initiative for moving towards cashless economy

but biggest challenge faced by government is the lacking of knowledge and awareness among consumers and loss of money by adaptation of digital payment tools in India.

Suma,K. and Divya, K. (2018) suggested that the adaptation of digital payment tools among consumers. Study shows that after demonetization in India, the government launched UPI, BHIM app that proved the milestone for smooth digital transformation in India. This study shows the different adaptation level of digital payment systems by consumers.

Bettina (2019) researcher tries to examine the influence of consumer review on online buying behaviour compared with older and younger adults. Researcher suggest that the reviews and rating have a significant impact on online purchase behaviour. The review and ratings vary between older and younger adult. In younger adult average consumer rating give high rich effect on online purchases. Older adults are significantly less influence by reviews and ratings.

Gagandeep (2019) suggested that E Wallet has a significant impact on buying behaviour. As per research finding, there is no significant correlation between gender and use of digital wallet.

Baveland and Rodriduez (2019) in this study,research was conducted to find out the effect of notification on security behaviour, researcher collected the sample from the six different countries Germany, Sweden, England and Poland and UK Sample size was 2024.Risk, attitude age has a significant effect on purchase behaviour.

Kuswanto and Ahamad (2019) in this study the researcher has conducted online survey among the students of Indonesia to analyse the factors influencing the online shopping behaviour. The researcher suggests that student's online shopping behaviour is affected by perception of risk, enjoyment and social influence and online advertisement. Study also suggested that e-tailers or E- marketer should be more focused on market segmentation process.

Mehliza, F. (2020) suggested that consumer trust in online purchase decision, this study reveals the role of trust in online purchase decision, how the trust and security is influencing the online purchase decision. The study also shows the different antecedent of trust like brand image that is intensified by the brand uniqueness by excellence of brands and essence of brand. Security also influences the online buying decision of consumer.

Dontu and Gustafsson (2020) had tries to reveals that how covid19 affect entire world business, companies shut down during the lockdown period there was the shorter supply of all necessary goods, every organization move towards virtual mode.

Poelman, M. and Gillebaart, M. (2020) had discussed thatEating behaviour and food purchase during the COVID-19 lockdown: A cross sectional study among adults in Netherlands, study

shows how the eating habit and food purchase behaviour changed due to the COVID 19 pandemic.

2.1 Factors Affecting the Adaptation of Digital Payment Tools

Perceived Mobility

The literature on perceived mobility includes concepts, models, polices, theories, etc. on digital payment. Authors have also described how to benefit from perceived mobility and types of changes in digital payment adoption. Government has created norms for more secure digital payment so the consumers can adopt digital payment without any fear Research shows that internet banking increases consumer satisfaction. The government has taken a step for cash less society and has made a policy for digital India and digital payment. Demonetization also appears to be a part of the policy of government to push customer for digital payment).

Positive Word of mouth

Jihoon (2010) examined that positive word of mouth positively impacts online trust ,perceived ease, perceived usefulness, and online purchase intention during online shopping. The government has created norms for more secure digital payment

Perceived Ease of Use- Ease in operation is a very important factor, in adaptation of digital payments tools, some researcher focused on ease in operation and how it is different from cash transactions. It is a positive factor in adaptation of digital payment tools. Electronic payment system enhances the efficiency of payment and also reduce the transaction cost at the time of making payment. Consumers are attracting towards Internet Banking and digital payment options due to the security, Time Saving, cost saving, ease of use, 24X7 availability. The adaptation of mobile banking and various digital payment tools gained popularity due to the acceptance of technology by users.

Perceived Usefulness -Perceived usefulness is the extent in which a individual belief that using a particular technology will increase their productivity. It is belief that when a person is using particular system it will defiantly enhance their job performance. perceived usefulness is also linked with the generic functions with the non-organization context, perceived usefulness influences the people's intension in using the technology. perceived usefulness and user involvement have a significant relationship in designing and implementation of IS.

Researcher Davis conducted a study to find out the relationship between usefulness and ease of use and self-reported usage. study shows that there is the strong relationship between the perceived usefulness and user acceptance. Perceived usefulness is a a critical factor that affects the consumer's choice when making Payment. Generally perceived usefulness of E-tailer websites depends on their technological properties, and website functionality are also a critical factor for adopting the factor for adopting digital payment tools.

2.2 Gaps of Existing Studies.

(1) None of the researchers has highlighted the impact of digital payment tools on online purchase behaviour. Consumer behaviour has been drastically changed with the advancement of the internet and technology. With the resonance of e-commerce and embanking facilities, online shopping behaviour trends have been changed. The existing literature support was done in the global context. The present studies will be in the Indian context.

(2) With the advancement of technology and internet and emergence of ebanking services buyer's behaviour towards online shopping tremendously affected. ISP basically is an organization which is providing the web access facility to the consumer and businesses .ISP provide numerous services like emails services and domain registration services.Existing literature also suggests that in previous research, researcher have not highlighted the effectiveness ISP (internet service provider) on digital payment adaptation, specifically during the purchase of electronic devices.

(3) Demonetization was a great step taken by the government. During the period of demonetization, there was a drastic change in purchase behaviour of consumers. A comparison of trends (impact) of online purchase behaviour due to the demonetization and covid-19 has not been made by the researcher earlier.

(4) Due to tremendous technological advancement and enormous mobile penetration in India lead towards changes in the buyer's behaviour during online shopping. online consumer behaviour affects by numerous factors. Factors related to the online purchase behaviour has not been discussed earlier in context with arrival the of different digital payment tools.

(5) Perception of consumer is a very relevance factor perception towards websites attribute (different options for digital payments) has been less discussed by researcher, present study focuses on how the perception is influencing the online purchase behaviour.

3. DESCRIPTION OF BROAD AREA

The broad area of the study is 'Online purchase behaviour', also referred as the online shopping behaviour. To study the online purchase behaviour and how the digital payment tools are affecting the online purchase behaviour two periods are selected.

Online Purchase Behaviour - Consumer behaviour has been changed dramatically in India science past decade due to the technology advancement and mobile penetration. Online purchase behaviour or online shopping behaviour is the purchase or buying of no. products and services through electronic medium. Online purchase directly influences by the B2C model, where consumers were directly interacting with e-tailer, adjust the quantity demanded and can raised a complaint about the product purchased. Online purchase behaviour tremendously affected by the considerable increment in smartphone users and the growth and advancement of internet services.

Online purchase intension has mainly two-fold review and rating electronic purchase hobbit basically a kind of shopping tendency that comes from previous experience. The e-purchase is an automatic behavioural response that is influenced by the situational stimuli.

Online shopping has been increased science last ten years with the immense level of mobile penetration in India. During online shopping, every customer s convenience, speed, time - saving, price benefit brand comparison facilities. It is not that these features are not available in traditional shopping methods. With the technological advancement and changing in trends life style of the consumer's buying behaviour has been shifted from offline (brick and mortar store) to online buying behaviour. Due to the Internet development and technology advancement the ecommerce and online shopping appear. The internet changes the behaviour of the consumer towards online shopping because of the association of price, speed, time saving, 24x 7 availability, product information. The internet creating the opportunity for the marketer for creating the customer value and build customer relationship with the customer in form of online shopping.

Online shopping, where consumer purchase the goods or services directly from the seller, without any intermediary or channel member through real time over Internet. Ecommerce is the electronic commerce the buying or selling of were buying and selling of goods and services through electronic medium. online shopping is the is the way of ecommerce where Consumer can purchase the goods and services through electronic medium.

Online consumer Behaviour is how the consumer think and behave whenever making the purchase decision. The consumers' buying behaviour is the study of how the consumer is making their decision and spending their time, money, resources, and efforts for purchasing goods and services. With the evolution of online communication through the internet and through digital marketing and companies are promoting the goods and services.

Online buying behaviour is the type of behaviour that manifest by the consumer while searching goods and services as per their need and requirement, then consumer go to the internet for searching needs related information. After searching the information, they collect information, evaluate different alternatives and then select the best alternative from the online e-tailer for satisfying their need and want. In the end a transaction is completed. Consumer buying decision process is affected by various factors like attitude, personality. During analysing the existing literatures, we have found that online shopping attitudes and behaviour aspect covered by multiple researchers. That shows the relationship between the demographics, attitude and online purchase behaviour. In online shopping there is a wide variety of goods and services, there is no national and international barriers and there is enormous opportunity for employment.

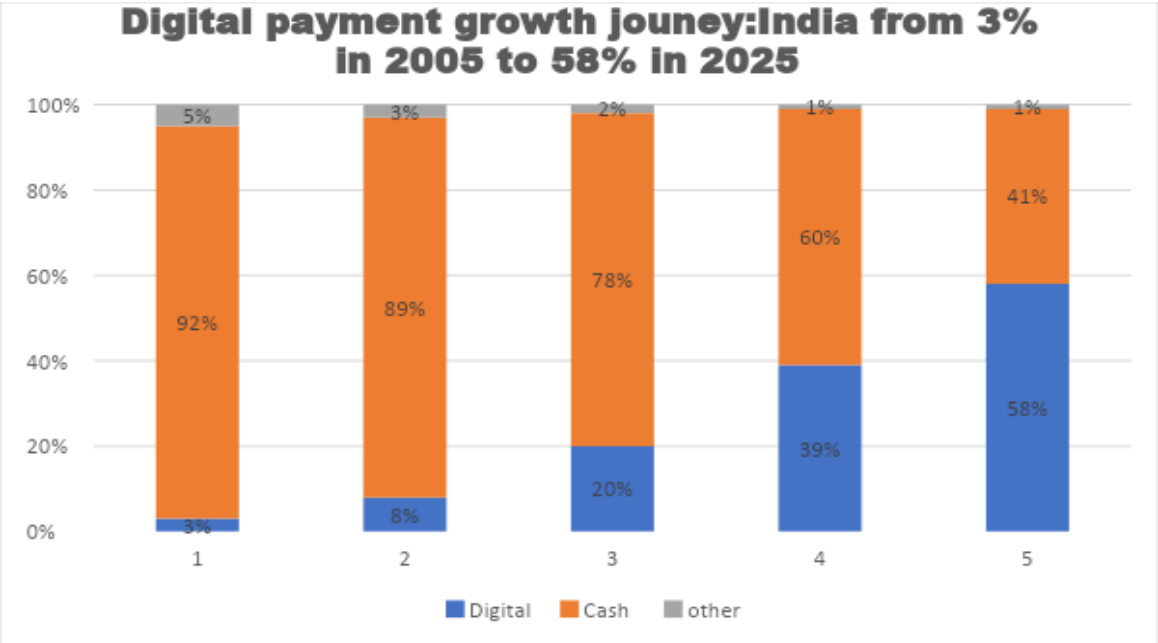


Figure 04: Digital Payment Growth Journey in India

(Source: Commumity.Nasscom.in) India #Digital Payment 2025

4. OBJECTIVES OF THE STUDY

1. To study the factors influencing online consumer purchase behaviour.
2. To examine the moderating effect of digital payment tools on online consumer purchase behaviour.
3. To compare online consumer purchase behaviour during pre and post demonetization.
4. To compare online consumer purchase behaviour during pre and post COVID-19.

5. METHODOLOGY OF PROPOSED RESEARCH

Type of Research

The proposed research is descriptive and analytical research and exploratory in nature. The descriptive analysis includes survey and fact-finding information. The main objective of descriptive research is to describe the present population, situation and phenomena. It is providing precious information about the relevant characteristics and related to study. Analytical research uses already available facts or information for analysis and critical evaluation of the material. Analytical research is primarily concerned with testing hypotheses and amazing the facts or information already available.

Scope of the Study

Population of the study consist the Delhi NCR region consumers and stratified random sampling method is used for sampling.

Sample size- 500

Data Collection Methods

Primary data collection – Questioner method will be used for survey of the consumer.

Secondary data collection – magazine, journals, newspaper, books.

Statical Tools Used for Research -

Descriptive Statics, Z Test, regression, corelation test will be used for data analysis process.

6. EXPECTED OUTCOME OF RESERCH

1) This study will extend the theoretical contribution of online purchase behaviour of consumer in research Management and highlighting the requirement and influence of digital payment tools with respect to online purchase behaviour of consumer.
2) This study will explore to identify major challenges in digital payment adaptation.
3) This research will be beneficial for marketer (different E-tailers) and rationales for right policy making and This study will extend the theoretical contribution of online purchase behaviour of consumer in research Management and highlighting the requirement and influence of digital payment tools with respect to online purchase behaviour of consumer.
4) This study will explore to identify major challenges in digital payment adaptation.
5) This research will be beneficial for marketer (different E-tailers) and Rationales for right Policy making and it will also helpful in company's strategic management process.
6) This study will future contribute towards Digital India, cashless Economy. This study will be beneficial for the company for attaining the competitive advantage & also helpful in making growth strategies.

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